

Identification of Leading Creative Economy Subsectors in West Kutai Regency

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ABSTRACT

This research aims to identify actors in the creative economic sector consisting of 17 subsectors in West Kutai Regency. The method used is a qualitative method by identifying actors in the creative economy sector. Data obtained from the Online Single Submission system of the One Stop Integrated Services Investment Service, West Kutai Regency. The data is then classified according to the 2020 Standard Classification of Indonesian Business Fields in the Scope of Creative Economic Activities. Based on the identification results, the 3 leading subsectors in the creative economy sector in West Kutai Regency are Culinary with 338 actors (52.81%), Crafts with 88 actors (13.75%) and Publishing with 57 (8.91%).

Keywords

Creative Economy;
West Kutai

1. INTRODUCTION

The East Kalimantan Province is recognized as a location of significant wealth due to its abundant sources of power, various natural resources, and rich cultural heritage. In order to foster economic growth and attain sustainable development, the provincial government is implementing several measures. The realization of the potential of the creative economy as a strategic area that may be developed is becoming more apparent.

Economy creativity refers to a branch of economics that emphasizes the application of individual creativity, skills, and talents, as well as innovation, in the creation and addition of value to the market. The term "sector" refers to a distinct and specialized area within a larger system or industry. This encompasses a wide range of disciplines including art, design, media, cinema, music, fashion, digital technology, and other creative industries.

In this context, it is crucial to discover the better economic potential in districts/cities within the East Kalimantan Province. The subject of investigation or analysis. The objective of this study is to identify the industries within the creative economy that possess comparative and competitive advantages in their respective areas.

Identify possible individuals or entities that have excellent qualities or characteristics. This initiative aims to assist government entities, regional authorities, and relevant stakeholders in devising policies and strategies that effectively foster economic development via targeted and creative approaches. The intended outcome is to generate beneficial impacts on local economic growth while also facilitating job creation and empowering the broader population.

Research has shown that the significance of the economy in fostering creativity is increasingly recognized on a worldwide scale. It is widely acknowledged that the creative sector has the potential to contribute significantly to economic growth, enhance competitiveness, and reinforce societal development. The concept of power competition inside a specific territory, particularly in the context

of a rapidly developing period of globalization and digitization, has gained significant academic attention.

By identifying the superior economic potential in each district or city, it is expected that there would be an enhancement of synergy and collaboration between the local government, creative industry players, higher education institutions, and the community in driving economic growth.

The region of East Kalimantan has a rich abundance of natural resources and a diverse cultural heritage, which serve as promising foundations for fostering economic creativity and growth. Hence, it is crucial to acknowledge the significance of doing research in order to identify assets that may be effectively incorporated into the creative business.

This statement aims to identify prospective strategies that might enhance the creative economy of the perpetrators' industry. It emphasizes the importance of understanding the potential market and improving the marketing of products and services.

Based on data, in 2020, there were three major creative economy subsectors, namely (1) Culinary (20.36%), Application and Game Developers (19.78%) and Music (13.42%), while the top three were cities/ The districts with the largest creative economy actors are Samarinda City (47.90%), Balikpapan City (28.37%) and Kutai Kartanegara Regency (9.54%) (Ministry of Tourism and Creative Economy, 2020).

The subject of investigation or analysis. This study aims to provide a comprehensive knowledge of the interconnections between the creative economy sector and other sectors in fostering the formation of a sustainable economic development ecosystem in the East Kalimantan Province.

In conclusion, conducting research on the identification of the superior economic creative potential in districts/cities within the East Kalimantan Province is a crucial first step in devising and implementing strategies for sustainable economic growth that would have a good influence on society as a whole. Research plays a crucial role in fostering the creation of inclusive and empowering strategies that enable organizations to fulfill their vision and purpose in an increasingly competitive global economy.

Purpose and Objectives

The objective of the Meaning Activity Research on Identifying the Leading Potential of Regency/City Creative Economy in East Kalimantan Province is to conduct a comprehensive analysis of the primary players in the creative economy sector in East Kalimantan Province in order to identify their leading potential. This research aims to map out the many areas of the creative economy that have the highest potential for growth and development in the region.

The objective of this research is to determine the superior potential of the creative economy in the districts and cities of East Kalimantan Province.

2. METHOD

The analysis method in this research uses mix methods. A combined research method is a type of research that combines two research methods, including quantitative and qualitative research. This research can also be said to be research with data analysis, then integrated in the form of findings and finally drawing a conclusion (Subagyo, 2020: 101). The combination method is a refinement associated with quantitative and qualitative research (Lestari, 2015: 3). According to Sugiyono (2020:105) states that in general there are 4 (four) types of data collection techniques, namely observation, interviews, documentation and combination/triangulation (observation, interviews and observations). According to Sugiyono (2020:125), researchers who collect data using triangulation mean that the researcher actually collects data and at the same time tests the credibility of the data, namely checking the credibility of the data using various data collection techniques and various data sources.

The research data used is the data of entrepreneurs who registered on the Online Single Submission according to the Coverage of Creative Economic Activities of the Standard Classification of Indonesian Business Fields/KBLI 2020 published by the Ministry of Tourism and Creative Economy from January 2021 to June 2023 at the Investment and One Stop Integrated Services Agency of West Kutai Regency. Both data are filtered so that there is no duplication of data.

3. RESULTS AND DISCUSSION

Based on data collected through Online Single Submission, the Investment and One Stop Integrated Services Agency of West Kutai Regency, between January 2021 and June 2023, there were 1596 enterprises who registered. Meanwhile, data from the The Tourism Agency West Kutai Regency is as many as 30 enterprises.

Of this number, after filtering accordingly there are 640 creative economy enterprises, which consists of 419 entrepreneurs, 102 coverage of creative economy activities according to the Standard Classification of Indonesian Business Fields/KBLI 2020. There is one entrepreneur who has more than one creative economic enterprise.

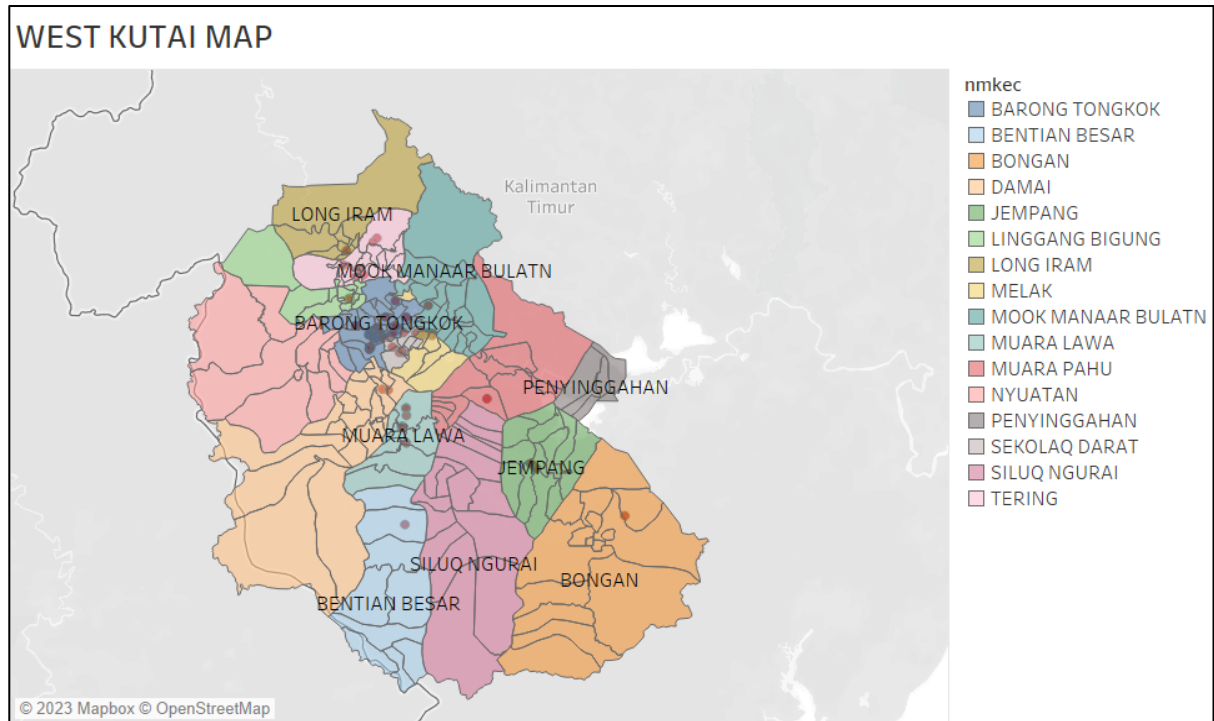


Figure 1.
Spread of Creative Econoy Actors In West Kutai District

Table 1.
Number Of Creative Economy Actors In West Kutai District

No.	Subsektor	Jumlah	Persen
1.	Application	13	2,03
2.	Architecture	5	0,78
3.	Interior Design	9	1,41
4.	Visual Communication Design	3	0,47
5.	Product Design	1	0,16
6.	Fashion	48	8,44
7.	Film, Animation, and Video	9	1,41
8.	Photography	5	1,09
9.	Game Developer	4	0,63
10.	Craft	80	13,75
11.	Culinary	330	52,81
12.	Music	1	0,16
13.	Publishing	57	8,91
14.	Advertising	3	0,47
15.	Performance Arts	41	7,34

No.	Subsektor	Jumlah	Persen
16.	Television and Radio	1	0,16
Total		640	100,00

Source: Investment and One Stop Integrated Services
Agency of West Kutai Regency, and The Tourism
Agency West Kutai Regency

Creative economy entrepreneurs in West Kutai Regency need assistance such as facilitating training programs. Based on the perception of creative economy entrepreneurs in West Kutai Regency, the development of the creative economy sector has great opportunities and potential so many people are pursuing it. Creative economy sector players in West Kutai Regency have the hope that the creative economy can encourage innovation, better transformation of creative ideas, more value-added and useful products.

4. CONCLUSION

Based on the findings and data processing, there are 640 creative economy enterprises, consisting of 419 entrepreneurs and 102 areas of creative economic activity based on the KBLI 2020.

Based on the analysis of the 640 creative economy enterprises, the 3 leading creative economy subsectors in West Kutai Regency based on the number of creative economy enterprises are:

The culinary industry comprises a total of 330 firms, accounting for about 52.81% of the total;

The crafts sector consists of 80 establishments, representing approximately 13.75% of the overall industry; and

A total of 57 issuances have been recorded, constituting approximately 8.91% of the total.

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